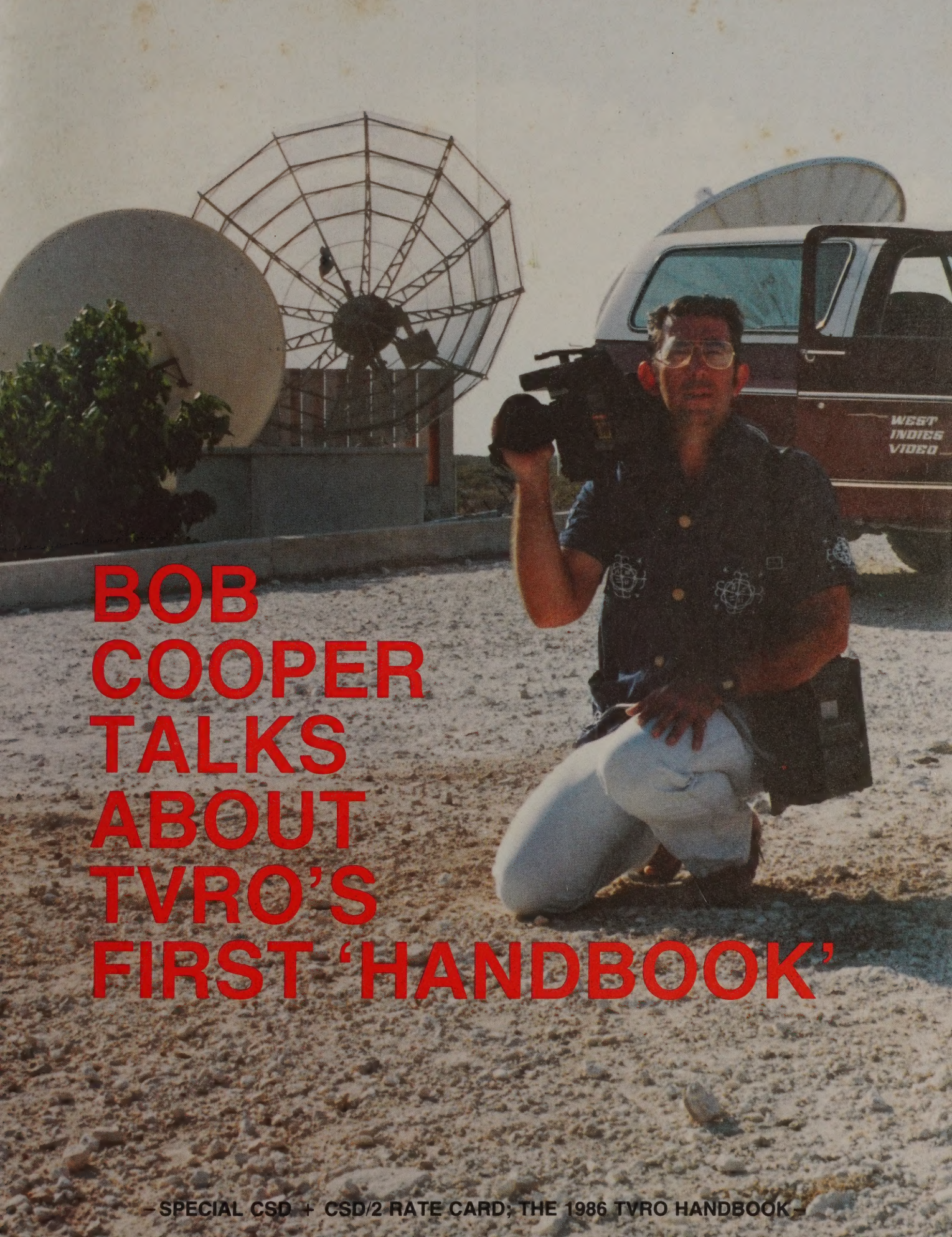


BOB COOPER TALKS ABOUT TVRO'S FIRST 'HANDBOOK'

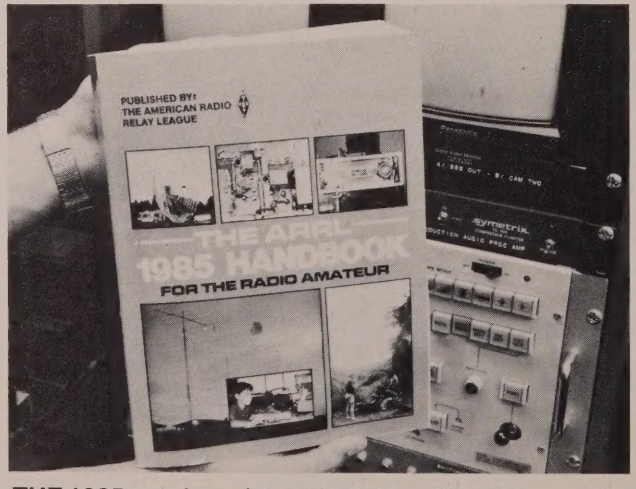
– SPECIAL CSD + CSD/2 RATE CARD; THE 1986 TVRO HANDBOOK –



MORE than thirty years ago when I first became interested in electronics, I saved money from my paper route to buy bits and pieces to assemble my first 'ham radio' station. The first $5 I spent was for something called **'The ARRL Handbook',** a wonderful collection of every known fact and circuit affecting short-wave radio communications. I wore that 'ARRL Handbook' out thumbing back and forth through the dozens of chapters that clearly explained all of the marvels of communications to me.

IT may interest you to learn that only one 'book' has sold more copies through the sixty years of 'ham radio' than the fabled 'ARRL Handbook'. That book? The Bible.

TWO years ago I began to work on an outline, and then eventually on the 'innards' for a 'TVRO Handbook'; it would be as complete in the field of TVRO and satellite communication systems as the 'ARRL Handbook' is to two-way radio communications. Dozens of chapters with every possible facet of TVRO exhaustingly explained and lavishly illustrated. Dozens of tables and hundreds of charts explaining everything from wire gauge sizes (versus loss) to satellite footprints (versus weather).



THE 1985 version of the ARRL Handbook is massive and complete; just as our '1986 TVRO Handbook' will be.

THE 'core' of the 'TVRO Handbook' is nearing completion. It will be an **annual,** updated reference manual for TVRO; everything about TVRO system design, installation, maintenance and repair which has been collected and learned through the brief five-plus years of our industry. And it will be 'big' and 'all inclusive'; **544 pages** and nothing that is important will be left out.

MORE than six years ago, before there was a TVRO industry, I wrote another 'Satellite Handbook'; barely 60 pages, it outlined how a person could build and install their own TVRO using commercial or surplus bits and pieces. It was a start and it played an important part in introducing thousands of people to the TVRO world. And how it is time to 'do it right'.

AS I plowed deeper and deeper into 'the Handbook project' two things became very evident to me:

1) I was not bright enough to write with authority, the type of 'unquestioned authority' needed, on **every aspect** of TVRO system design and installation.
2) A major part of what I was researching was available in far better format on 'videotape' (from early SPTS 'shows') than it was in print.

Those two factors had to factored into the first 'TVRO Handbook'.

TO resolve the first 'problem' I introduced the concept of the TVRO Handbook to several 'experts' in satellite communications; people who have special expertise in specific areas of satellite systems. I asked these people to assist me in creating the first year of the to-be 'annual' TVRO Handbook. I'll introduce you to a pair of these people shortly.

Then I asked another half-dozen people who have grown up within our home-TVRO industry to become 'consultants' to the project; people who have excellent understandings of many facets of home TVRO systems. These consultants are and will continue to be our 'pre-publication reviewers'; they take the manuscript copy and artwork and they go through the text and drawings for errors. They are also helping us better understand how we can refine our own material into more 'layman' oriented text, to make the text more effective for the novice or new-to-TVRO reader.

TO resolve the second problem, the massive amount of material available in its best form on videotape, we have begun production on a series of special 30/60 minute original 'videotapes'. These tapes make abundant use of our own industry experts, appearing privately for us in recording sessions or in public at trade shows, speaking clearly and squarely on various problems every (new) TVRO dealer faces. We will be releasing, concurrent with 'The 1986 TVRO Handbook', the first of this news series of videotapes. Tape number one is appropriately titled **'How To Be A Survivor TVRO Dealer'.** The title says it all.

COOP'S PLAN

to turn TVRO industry around includes special CSD section to BUY/SELL 'surplus' TVRO equipment!



HERE it is — the first details of the Bob Cooper **"Green Sheet"** plan to boost the sale and distribution of 'surplus inventory' in the TVRO marketplace. The new "Green Sheet Program" goes into effect with the **August 15th** issue of **CSD** (Coop's Satellite Digest).

"Green Sheets" is a special center-supplement bound into each copy of CSD. It takes its name from the special light green paper used for the supplement. The color green was chosen to reflect the 'money flow' assistance envisioned for the new supplement. Here is how it works.

EVERY indicator in TVRO tells us there is a considerable depth in inventory in many product lines. This excess inventory situation extends from OEMs with specialized component parts no longer required for production to the dealer over-loaded with polarization rotation packages. "Green Sheets" has one purpose in mind; to increase national (and international) exposure for excess inventory and allow those with such parts and units on their hands to announce the availability of the spare equipment; thereby increasing the likelihood that such equipment can be moved.

THE 'beauty' of "Green Sheets" is its simplicity. The content of this special CSD section will be 'written' by you, the dealer, distributor or OEM. A special 'form' **(see over)** is designed to allow us to transfer your listing material directly to a computer filing system. All computer files are maintained **by equipment category** and on demand we call up (for example) all listings dealing with antennas. At the last possible moment before CSD goes to press each month, we 'print out' these listings and they become the 'content' for the printed "Green Sheets" for the next issue. So far, we have explained a computer-based 'Classified' section. There is more.

"GREEN Sheets" is available to CSD subscribers and non-subscribers as well. Subscribers, however, receive several important advantages:

1) **Each CSD subscriber** is entitled to one FREE **(no charge)** "Green Sheet" listing/advertisement per year. An entry form for your first year is here; **please do not lose it!**
2) **Subscribers** (and ONLY subscribers) are entitled to **telephone the CSD office** at any time to request a 'computer search' for a specific type of listing. Say you must find a KLM Skyeye 1 receiver for some special parts; to repair a down unit. Does anyone have such a receiver in the listing? A call to the CSD "Green Sheets" computer file will help you sort it out in a hurry. And there is no charge for this service, **provided** you are a CSD subscriber.
3) **When you use** the "Green Sheets" listing service, after your FREE listing for the year, you are entitled (as a subscriber) to a big **discount** for additional listings. You will actually PAY for your annual CSD subscription fee with savings on your "Green Sheets" listing after just a couple of uses per year.
4) And most important perhaps, by having regular CSD delivery of "Green Sheets" to your desk each month, you have a time-jump on your competition in locating **special money saving bargains** in the world of ever shrinking margins in TVRO.

"Green Sheets" has been designed to save you time and increase your knowledge concerning the availability of equipment bargains in TVRO. "Green Sheets" is simple to utilize, as handy as your telephone for a special update and as reliable as the monthly delivery of CSD.

Now, some special 'inside rules' which will help you better utilize "Green Sheets":

1) Each entry is date-coded and automatically lapses (i.e. is eliminated from the files) after appearing in CSD one time. To simplify the administration of "Green Sheets," we do not carry listings on from month to month.
2) Within a category, such as LNAs, **computer filing is by date of receipt.** A new file for a new month begins on **the 5th** of each month. This is important; to be 'First Listed' you want your own listing to arrive in our hands on the 5th of each month or as soon as possible thereafter. This will insure that your own listings are 'first reviewed' in the 'computer file' and 'first read' within the "Green Sheet" listings each month.

PROVIDENCIALES, British West Indies — July 01, 1986 — Copyright West Indies Video, Ltd.

In this announcement is a form for you to use for your first FREE listing in "Green Sheets." **Note the date today;** you will want to return this FREE LISTING as rapidly as possible to be 'up front' in the **next issue** of CSD.

3) Listings in "Green Sheets" are NOT limited to items for sale; you may also use your listing space to seek equipment, repair information for a special unit in your shop for repairs, or any other announcement you deem important to your business. Remember; as a CSD subscriber, **you are entitled to one FREE listing** in "Green Sheets" per year PLUS special discount rates for each additional listing.
4) There are **no restrictions** as to the number of listings you can use in a month, or year. The low rates are attractive and distributors will find our listing-by-category a convenient method of selectively reducing inventory in overstocked product areas.

And this obvious point; CSD is read by more ACTIVE dealers and retailers working full time in TVRO than any other TVRO publication. Effective with the August 15th issue, **CSD's founder Bob Cooper is back at the helm of the publication full time.** This is your guarantee that CSD will continue to be the best read and most industry responsive publication in TVRO; worldwide.

Now: here is your important form to allow you to put "Green Sheets" to work for you. **This form has value;** please do not lose or misplace it if you do not intend to use it right away. This form entitles you to your annual FREE listing in "Green Sheets" and has a one-time value of $25 to you!

TO MAKE AUGUST 15th Issue CSD: **Mail prior to July 28, 1986**

CSD GREEN SHEETS
P.O. Box 100858
Ft. Lauderdale, Fl. 33310
(USA)

Instructions: Place one letter, number or space between letters/numbers on each dashed line. Print or use typewriter. You are entitled to use each dashed line BUT no more than that per listing. Listings running 'over' will be judged 'defective' **and returned** unprocessed. Between words, you MUST use a **blank dashed line** to indicate a space. Eliminating necessary spaces will cause a listing to be judged 'defective.' By completing this form and attaching your CSD address label, you will be automatically utilizing your FREE, no-charge "Green Sheets" listing you are entitled to as a subscriber to CSD. **Note:** You MUST indicate the category of your listing here (tick-off the appropriate heading) to avoid our placing the listing under 'No-Category.'

Indicate Category of listing: (___ ANTENNAS) (___ CABLES) (___ CABLE DISTRIBUTION EQUIPMENT) (___ DESCRAMBLERS) (___ FEEDS) (___ LNAs (C)) (___ LNBs (C, Ku)) (___ MOTOR DRIVES (controllers)) (___ RECEIVERS (C, Ku; SCPC)) (___ RECEIVERS (C, Ku; Video)) (___ SOFTWARE (programming) SERVICES) (___ TEST EQUIPMENT) (___ TRANSMITTERS (transmission equipment)) (___ VIDEO (baseband) EQUIPMENT) (___ NO CATEGORY)

PLEASE PUBLISH and hold in the CSD "Green Sheets" computer file the following NO-CHARGE announcement for the next available issue of Coop's Satellite Digest. The date of this submission is: _____

ATTACH CSD MAILING LABEL HERE AS PROOF OF SUBSCRIPTION

EXTRA LISTiNGS? You may make a copy of this listing for ADDITIONAL 'paid listings' for the "Green Sheets" section in CSD. Enclose, as a CSD subscriber, payment of $25 for each listing (using a maximum of the spaces/dashed lines here at one per character/number or space). Make payment to 'CSD Magazine' in check form OR for expedited service, have VISA or Mastercharge card handy and telephone 305/771-0505 weekdays between 8:30 A.M. and 4:30 P.M. eastern time.

WHY You Are Reading This

This 'rate-card/brochure' is intended to acquaint you with two excellent business opportunities concerning 'The 1986 TVRO Handbook'. **First,** we have created an advertising program for 'The Handbook' which is very exciting; a unique opportunity to **reduce** your advertising costs AND a unique opportunity to **expand** your 'visual presence' in the industry.

Secondly, if you are distributing TVRO products, we have fashioned an especially appealing program for distribution of 'The 1986 TVRO Handbook'. There are numerous 'bonus' opportunities explained here as well as opportunities to bring profit margins within your distributorship well above **70%** just by handling 'The Handbook'.

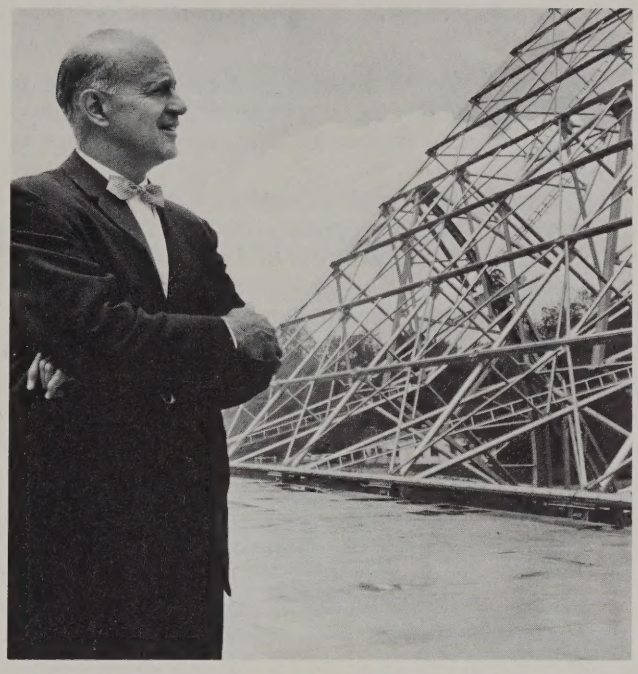
BUT First . . .

We are especially proud of two of the individuals who have agreed to work with us on 'the Handbook project'. If you have any background in antennas, the first 'Contributing Consultant' will be instantly recognized by you; **John Kraus.** Mr. Kraus's life has been devoted to microwave research. He is the Director-Founder of the **Ohio State-Ohio Wesleyan Radio** (astronomy) **Observatory.** He is the Taine G. McDougal Professor of Electrical Engineering and Astronomy at Ohio State University. He is one of a handful of worldwide acknowledged experts in microwave antenna system design. His name, 'Kraus', is synominous with the deep space radio astronomy probes built throughout the world to 'map the cosmos' with radio receiver systems.

John Kraus is our 'Contributing Consultant' in those portions of 'The 1986 TVRO Handbook' which deal with antenna systems, feed systems and low noise amplifiers. An early private user of TVRO, he has followed our industry for as long as there has been an industry and he is one of those 'national resources' which our industry should have 'tapped' years ago.

Carol Rosin is our second 'Contributing Consultant.' Carol began her life in space communications as the spokesperson for the late **Doctor Werhner von Braun,** the German-born astro-physics engineer who designed and nurtured the first man-created rocket system (Germany's V2) into operation. Doctor von Braun came to the United States after World War Two where he eventually headed up the first American (man in) space program and he led the early NASA efforts to land American men 'on the moon' and to fund the creation of today's Space Shuttle.

Dr. von Braun also created the National Space Institute (NSI) and assigned Ms. Rosin to it as a consultant in its formulative period. She was also assigned by Dr. von Braun to work on the first ATS-6 satellite program and was responsible for overseeing the Appalachia educational experiments, Indian SITE experiments and international teleconferences (through 1975). Upon the death of Dr. von Braun, Carol formed and became President of the 'Institute for Security and Cooperation in Outer Space.' She appears frequently before Congress



JOHN KRAUS, 'father' of microwave antenna technology

to testify on space related matters as well as on CNN and all three of the US major networks. With Dr. Charles Sheffield (VP of Earth-Satellite Corp.) she authored **SPACE CAREERS,** a guide to education and work in space related firms.

These 'heavyweights' plus of course 'Coop' make up our front-line editorial team for **'The 1986 TVRO Handbook'.** Backing up this 'front line' are nearly a dozen experts in various phases of technology from within our own, young, TVRO industry.

'The 1986 TVRO Handbook' promises to be far more than simply a giant (544 page) reference book on TVRO; it promises to be the much used and constantly quoted 'authoritative source' for the present and next generation of TVRO designers and dealers, worldwide.



CAROL ROSIN, from Fairchild Industries Aerospace to enhancing US/USSR space projects.

THE '1986 TVRO HANDBOOK'/ Advertising Policy

The '1986 TVRO Handbook' is divided into sections and sections are divided into chapters. There are two sections of special interest to OEMs and distributors in TVRO:

1) **Display Advertising Section:** A special section where two, three, four and five color advertising will appear. At the front of the 'section', a 'mini-index' to supplier companies and the general types of products advertised (i.e. antennas, controllers, receivers, etc.).
2) **A Specifications 'Reference' Section:** A special section where black and white (no color) product specification sheets will be grouped by product type. In this section, your existing (or newly prepared) 'product specification' sheets (artwork) will appear to provide dealers with a convenient (cross-referenced) set of product performance statements, as supplied by the OEM or OEM/distributor. An index to products will appear at the start of this 'section'.

We believe that by grouping receiver specification sheets, antenna specification sheets, feed specification sheets (etc.) by product category and providing reader/users with an understanding of what specifications mean (and translate into in terms of performance), we will greatly assist dealers in their constant search for a better understanding of interfacing between different segments of a typical TVRO system.

Now the interesting part.

The 'Specifications Reference Section', where your product specification sheets will appear, is NOT for sale. You cannot buy 'page space' there; **it is free!**

Here is how the advertising program for 'The 1986 TVRO Handbook' works:

1) Covers 2, 3 and 4 are for sale. They are available as 'premium positions' with the following rules:
 - **A)** To 'qualify' for one of the three cover positions, you must be a 12 time (or greater) full page advertiser in CSD (CSD/2).
 - **B)** If the requests for cover positions exceed three (the number of covers available), we will close off all requests on a specified date (April 25, 1985) and then conduct a random drawing of all those firms who have requested a cover position in 'The 1986 TVRO Handbook'. The **first name drawn** will be awarded **cover 4** (outside back); the **second name drawn** will be awarded **cover 2** (inside front) and the **third name drawn** will be awarded **cover 3** (inside back).
 - **C)** The rate for a 4 color cover (2, 3 or 4) will be $2875. Payment for this (less agency commission) will **not be due** until August 05 (1985).
2) Within the 'Display Advertising Section', you may advertise in black and white, 2, 3, 4 or 5 color. The rate, **regardless of color use,** will be $975 per page (agency commissionable).

Now for the best part; the 'bonus pages'.

3) For **each page** you take within the 'Display Advertising Section' you automatically 'earn' a **FREE black and white page** in the Specifications Section.

BONUS ONE!

EACH 2, 3, 4, or 5 COLOR FULL PAGE . . .	EARNS	ONE PAGE BLACK and WHITE **FREE!**

Some examples.

Let's say you purchase four pages within the display advertising section. You may run them as black and white or color pages as you wish; the rate is the same independent of colors run. That entitles you to four FREE or BONUS pages in the specifications section. You use the four paid-for pages as you would any normal display advertising AND then you are allowed to use the four BONUS pages in the specifications section to (re)print product specifications (performance numbers). Most products now have printed 'spec sheets' and the purpose of the specifications section is to provide a segment where these 'spec sheets' can be grouped by product type so the reader/user can quickly compare relevent performance numbers for different receivers, different antennas, and so on.

There is this limitation:

1) 'Specifications' must have the 'appearance' of specification sheets; that is, these pages are NOT to be used as additional 'display advertising' pages. You may wish to simply 'submit' your existing product specification 'sheets' for publication here, or you may wish to 'dress the pages up', customizing them, for use in this section.

Again this important point; you receive ONE FREE PAGE in the 'Specifications Section' for each page you purchase in 'Display Advertising Section'.

WHICH MEANS...

$975 FULL PAGE 2, 3, or 4 COLOR	+	$00 FULL PAGE BLACK AND WHITE ($625 VALUE)	–	TWO PAGES VALUED AT $1600 FOR $975!

WE CARE #1

JUNE 1985						
						1
3						8
						15
						22
						29

DEADLINE TO ENTER DISTRIBUTOR ORDER **(SEND NO MONEY!)** IS JUNE 03, 1985.

AUGUST 1985						
					2	3
						19
						17
						24
						31

WE INVOICE YOU IN JULY **FOR 50%** OF YOUR ORDER TOTAL; DUE AUGUST 02, 1985.

SEPTEMBER 1985						
					4	7
						14
						21
						28

WE SHIP YOUR **FULL ORDER** VIA TRUCK FREIGHT ON SEPTEMBER 04, 1985.

OCTOBER 1985						
					4	5
						12
						19
						26

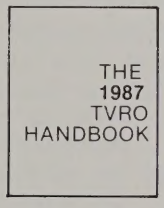
YOUR FINAL 50% IS **NOT DUE** UNTIL OCTOBER 04, 1985!

1) When we are ready to ship you your order for the second generation, 1987 'TVRO Handbook', you will count all unsold copies you have remaining from 1986. You will subtract those copies (what you paid for them **PLUS** 10% interest!) from your **August** 1986 invoice and pay us **ONLY for** the copies you actually sold! In other words, **you cannot get stuck with unsold merchandise.** When the new issue is out, you subtract an allowance (your cost plus 10%!) for each unsold copy.

WE CARE #2

WHEN THE 1987 TVRO HAND-BOOK IS RELEASED IN SEPTEMBER OF 1986 ...





YOU WILL RECEIVE **FULL CREDIT** FOR **ALL UNSOLD** COPIES AGAINST YOUR 1987 TVRO HANDBOOK ORDER; YOU **CANNOT** BE 'STUCK' WITH UNSOLD MERCHANDISE!

How can we be so bold? We know that between our high-intensity multi-media advertising campaign and the superb editorial content, very few unsold copies will be around come August of 1986!

NOW- eyes to page 9 and see the order form you need to complete and have to CSD no later than June 03rd!

CSD (Regular) ADVERTISING POLICIES

This is the 'formal rate card' portion of this special publication. The rates here are for **any issue** of CSD or CSD/2. Please retain this in your media-file since there is data here which your advertising supervisor or agency will find useful in planning their industry advertising plans.

1) Deadlines: For CSD Magazine, issued on the **1st** of each month, you MUST have space reserved (by letter, telegram or telephone call) no later than the **5th** of the **month preceding** the dated month; i.e. March 05 for April (01st) issue. For CSD/2, issued on the **15th** of each month, you must reserve space no later than the **1st** of the **dated month** (i.e. March 08 for March 15th issue).

2) Copy Receipt Deadlines: For CSD Magazine, issued on the 1st, your camera-ready artwork must be in our hands no later than the **10th** of the month preceding the dated month; i.e. March 10 for April (01) issue. For CSD/2 Magazine, issued on the 15th, camera-ready artwork must be in our hands no later than the **8th** of the dated month (i.e. March 08 for March 15th issue).

3) Terms: Unchanged since October of 1979; **full payment with space reservation** or in worst case no later than copy-deadline date. Agency discounts should be taken when the check is written.

4) Billing: If you must have an invoice **prior to payment,** back-up twenty-one days on space reservations for either CSD or CSD/2 and request an 'advanced billing' from Carol Graba. Billing is not accepted for advertisement space requested after 21-days-prior-to the normal space deadlines.

5) Shipping Instructions: Express or regular **mail** ONLY to: CSD Magazine, P.O. Box 100858, Ft. Lauderdale, Fl. 33310. If shipped via Purolator, **Fed-X** or other rapid delivery system, ship **ONLY** to: CSD Magazine, Hanger 6, 5500 NW 21st Terrace, Fort Lauderdale, Fl. 33309.

6) Assistance/ Questions: Call Carol Graba at **305-771-0505** between **9AM and 4PM** (eastern time). **Note:** If the telephone does not answer and/or you receive a recording, leave a message or try again in an hour.

7) Multiple Insertion Rates: Many advertisers now routinely use 12 or more advertising pages per-year in CSD, CSD/2 or the combination of CSD plus CSD/2. Our rates (see page 10) reflect rate breaks for up to 24 insertions in any **12 month** period. Rates may be 'contracted for' or earned and discounts are taken as earned when not contracted for in-advance of use.

8) Agency Discounts: Camera ready artwork

THE '1986 TVRO HANDBOOK'/ Advertising Policy

The '1986 TVRO Handbook' is divided into sections and sections are divided into chapters. There are two sections of special interest to OEMs and distributors in TVRO:

1) **Display Advertising Section:** A special section where two, three, four and five color advertising will appear. At the front of the 'section', a 'mini-index' to supplier companies and the general types of products advertised (i.e. antennas, controllers, receivers, etc.).
2) **A Specifications 'Reference' Section:** A special section where black and white (no color) product specification sheets will be grouped by product type. In this section, your existing (or newly prepared) 'product specification' sheets (artwork) will appear to provide dealers with a convenient (cross-referenced) set of product performance statements, as supplied by the OEM or OEM/distributor. An index to products will appear at the start of this 'section'.

We believe that by grouping receiver specification sheets, antenna specification sheets, feed specification sheets (etc.) by product category and providing reader/users with an understanding of what specifications mean (and translate into in terms of performance), we will greatly assist dealers in their constant search for a better understanding of interfacing between different segments of a typical TVRO system.

Now the interesting part.

The 'Specifications Reference Section', where your product specification sheets will appear, is NOT for sale. You cannot buy 'page space' there; **it is free!**

Here is how the advertising program for 'The 1986 TVRO Handbook' works:

1) Covers 2, 3 and 4 are for sale. They are available as 'premium positions' with the following rules:
 - **A)** To 'qualify' for one of the three cover positions, you must be a 12 time (or greater) full page advertiser in CSD (CSD/2).
 - **B)** If the requests for cover positions exceed three (the number of covers available), we will close off all requests on a specified date (April 25, 1985) and then conduct a random drawing of all those firms who have requested a cover position in 'The 1986 TVRO Handbook'. The **first name drawn** will be awarded **cover 4** (outside back); the **second name drawn** will be awarded **cover 2** (inside front) and the **third name drawn** will be awarded **cover 3** (inside back).
 - **C)** The rate for a 4 color cover (2, 3 or 4) will be $2875. Payment for this (less agency commission) will **not be due** until August 05 (1985).
2) Within the 'Display Advertising Section', you may advertise in black and white, 2, 3, 4 or 5 color. The rate, **regardless of color use,** will be $975 per page (agency commissionable).

Now for the best part; the 'bonus pages'.

3) For **each page** you take within the 'Display Advertising Section' you automatically 'earn' a **FREE black and white page** in the Specifications Section.

BONUS ONE!

EACH 2, 3, 4, or 5 COLOR FULL PAGE . . .	EARNS	ONE PAGE BLACK and WHITE **FREE!**

Some examples.

Let's say you purchase four pages within the display advertising section. You may run them as black and white or color pages as you wish; the rate is the same independent of colors run. That entitles you to four FREE or BONUS pages in the specifications section. You use the four paid-for pages as you would any normal display advertising AND then you are allowed to use the four BONUS pages in the specifications section to (re)print product specifications (performance numbers). Most products now have printed 'spec sheets' and the purpose of the specifications section is to provide a segment where these 'spec sheets' can be grouped by product type so the reader/user can quickly compare relevent performance numbers for different receivers, different antennas, and so on.

There is this limitation:

1) 'Specifications' must have the 'appearance' of specification sheets; that is, these pages are NOT to be used as additional 'display advertising' pages. You may wish to simply 'submit' your existing product specification 'sheets' for publication here, or you may wish to 'dress the pages up', customizing them, for use in this section.

Again this important point; you receive ONE FREE PAGE in the 'Specifications Section' for each page you purchase in 'Display Advertising Section'.

WHICH MEANS...

$975 FULL PAGE 2, 3, or 4 COLOR	+	$00 FULL PAGE BLACK AND WHITE ($625 VALUE)	–	TWO VALUED PAGES AT $1600 FOR $975!

DISTRIBUTORS?

That may seem like a real bargain for OEMs, who have products and therefore product specifications, but what about distributors who wish to advertise but who have no 'distributor specifications' to use in the 'Specifications Section'?

An answer.

1) **Solution one:** A distributor holding regular 'dealer training classes' or seminars will be permitted to use his 'Specifications Section' bonus pages to list dates, places and times for dealer training classes in 1985/1986 (Note the September 04, 1985 release date for 'The 1986 TVRO Handbook'.).
2) **Solution two:** Or, at the distributor's option, he may 'redeem' his 'bonus page(s) in the 'Specifications Section' by publishing the specifications for a product which he handles but which the OEM is not advertising in 'The 1986 TVRO Handbook'.

Specification pages may contain (and should contain) the name and address of 'the source' for the products 'speced'; that 'source' can be either the OEM (if he has 'earned' the bonus pages') or it may be the distributor (if he has 'earned' the bonus pages).

3) **Solution three:** Finally, a distributor (only; **not available to OEMs**) may redeem his 'bonus credits' by receiving one free 'color page' for each three color pages he purchases; a 'three-for-one' arrangement guaranteed to help distributors **s-t-r-e-t-c-h** their advertising dollars.

DEADLINES?

See form on page nine (next to last page); space reservations by June 03, 1985. **Full details from Carol Graba at CSD (305/771-050).**

THE TVRO HANDBOOK/ Distribution Policy

TO be universally successful, **'The 1986 TVRO HANDBOOK'** must have the support of distributors nationwide. We believe we have created a distribution policy which breaks 'new ground' in TVRO 'software' and which will establish the standard for distributing TVRO related publications for years to come.

First the product: Never has so much material, so carefully refined, appeared in one book previously. Experts such as John Kraus will carefully prepare the material. Carol Rosin will re-work it for 'layman/dealer' appeal, insisting that every line and every paragraph strikes that 'perfect balance' between technical accuracy and ease-of-understanding.

Now the price: We surveyed top distributors and asked them to tell us what they thought an all-inclusive reference manual such as this should be worth to the TVRO dealer. Our average price was just over $37.00. And now the surprise. **$19.95** to the dealer.

Now the specials: You see here bulk pricing starting at **11 copies** to the same distributor and going all the way out to **500+ copies** to the same distributor (broken shipments to multiple locations are no problem!). At each level, we have distinctive pricing; from $14.97 distributor cost (133% mark-up) to $10.97 distributor cost (182% mark-up!). We also have a BONUS program.

Simultaneous to the September 4th release of 'The 1986 TVRO Handbook' we will be releasing **'Volume One/TVRO Dealer Training Tapes';** professional, 30 to 60 minute videotapes created to instruct the dealers on the fine points of being a better dealer. These training tapes will carry a dealer-net price of **$29.95** each (that is something of a breakthrough itself!) and a **distributor net of $18.00** each in small quantities.

At each level between 11 and 500 (+) copies of 'The 1986 TVRO Handbook' you will receive some specified quantity of BONUS copies of the 'Volume One/ How to Be A Survivor TVRO Dealer' training and learning tape. **FREE.** These tapes are just like 'found money'; yours to sell for $29.95 at NO COST to you!

THERE is more. Each distributor purchasing copies for re-sale will also:

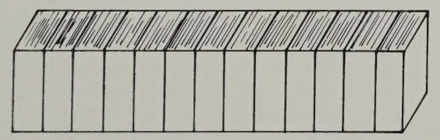
1) Be listed in print-media trade advertising as a 'source' for 'The 1986 TVRO Handbook';
2) Be listed in video-media trade advertising (i.e. **BORESIGHT** Program) as a 'source' for 'The 1986 TVRO Handbook';
3) Receive in-store display posters announcing that you have 'The 1986 TVRO Handbook' in stock!

PLUS . . . if you order 101-up copies of 'The 1986 TVRO Handbook', and tell us how many you have on your mailing list, we will supply **at no cost to you** pre-printed, pre-folded and customized for your distributorship 'invoice envelope stuffers' promoting 'The 1986 TVRO Handbook'; the perfect way for you to announce the new Handbook to your customers!

NOTE: To **qualify** for these extra BONUSES you **must** place your purchase order with CSD **prior to** June 03 (1985). NOW - what about terms?

PRICING POLICY

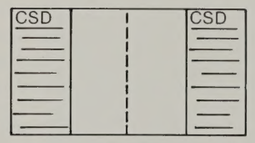
THE TVRO HANDBOOK — Retail Price/$19.95



11 to 25/$14.97 each (133%)
26 to 50/$13.97 each (143%)
51 to 100/$12.97 each (154%)
101 to 499/$11.97 each (167%)
500 up → $10.97 each (182%)

BONUS ONE!

ALL Stocking Distributors listed in trade advertising



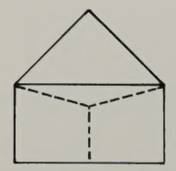
ALL Stocking Distributors listed on trade TV advertising (i.e. **Boresight)**



POINT of sale posters for display

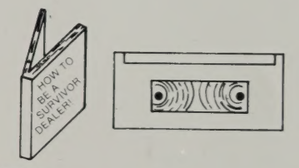


INVOICE stuffers/ customized for distributors ordering over 100 Handbooks



BONUS TWO!

SIMULTANEOUS RELEASE (9/85)- TVRO BUSINESS PRACTICES PROFESSIONAL VIDEOTAPE/



"HOW TO BE A SURVIVOR TVRO DEALER!"

DEALER NET PRICE OF $29.95; DISTRIBUTOR NET PRICE OF $18.00 (166%). YOU RECEIVE FOR RESALE:

1 Tape/for 11 to 25 1986 Handbooks ($29.95 'free money')
2 Tapes/for 26 to 50 1986 Handbooks ($59.90 'free money')
3 Tapes/for 51 to 100 1986 Handbooks ($89.85 'free money')
5 Tapes/for 100 to 499 1986 Handbooks ($149.75 'free money')
10 Tapes/for 500-up 1986 Handbooks ($299.50 'free money')

YES/ THERE ARE TERMS!

Hey, we know about cash flow problems and we understand that you can't lay down big bucks for every good product that comes along. So we are breaking new ground in the 'software' field by offering you terms

1) Your deadline to place your order is June 03, 1985; to qualify for the special BONUSES to distributors;
2) We will invoice you for the total amount on July 03. HOWEVER, your special terms call for **only 50% of that invoice** to be due on August 02. The balance? Read on
3) We will ship you your total order on **September 04,** 1985. This will include your posters, your envelope stuffers, AND your bonus copies of the 'How To Be A TVRO Dealer Survivor' training tape.
4) The **last 50%** of your invoice will be due on **October 04,** 1985; giving you time to promote and 'sell-out' before the last 50% is due!

Now, let's assume 'the worst case' and you end up with unsold copies. Here's how we handle that.

(with color separations where required) is agency commissionable. The standard agency commission (discount) is 15%. The agency commission must be taken at time of submission of pre-payment (i.e. take rate card applicable rate and multiply by 0.85).

9) Mechanical Requirements: CSD and CSD/2 (**and** 'The 1986 TVRO Handbook') are offset printed and 133 line screen materials are acceptable; right-hand reading, emulsion down.

10) Bleeds: There is NO PREMIUM for bleed advertisements for full pages or for 1/2 page **VERTICAL FORMAT** advertisements. No bleed is possible for 1/2 page horizontal, 1/4th page or 1/8th page advertisements.

11) Advertisement Sizes (all three publications):

1) **Trim Size:** 8-3/8″ wide by 10-7/8″ high
2) **Pre-Trim Size:** 8-1/2″ wide by 11″ high
3) **Full Page** (**non**-bleed): 7-3/16″ wide by 9-3/8″ high
4) **Half-Page:** (**non**-bleed): 3-1/4″ wide by 9″ high **(vertical)**
 Half-Page: (**non**-bleed): 7″ wide by 4-7/16″ high **(horizontal)**
 Half-Page: (bleed): 3-13/16″ wide by 10-7/8″ high **(vertical)**
5) **Quarter-Page:** 3-1/4″ wide by 4-7/16″ high
6) **Eighth-Page:** 3-1/4″ wide by 2-3/16″ high.

12) Color: Two, three, four or five color is available. Package rates for extra-color shown in our rate table (on Page 10). For less-than-four-color, the **per-color-charge** is **$125** (agency commission applies) regardless of the size of the advertisement. Standard PMS colors available; special charges for special colors such as 'gold' or 'silver' (check with Carol Graba).

13) Cover Positions: Covers 2, 3 and 4 on CSD plus cover 1 on CSD/2 are offered to 12 time advertisers in CSD and CSD/2. No company may occupy more than one cover position between the two publications and all cover positions are offered to the 'oldest advertisers of record' first when new openings occur. See page 4 here for special rules regarding cover positions on 'The 1986 TVRO Handbook'.

14) Prepayment Required: All advertising must be prepaid prior to the final copy closing date for CSD and CSD/2 (see page 4 here for 'The 1986 TVRO Handbook'). In the event that agencies require pre-billing, the closing date for space reservations becomes 21 days **earlier than** stated here and arrangements must be made with Carol Graba for such advance invoicing. When payment is not received prior to the copy-closing date, the publisher reserves the right to hold the space reservation (and/or copy) for the next available issue AFTER payment IS received.

15) Circulation: All copies of CSD and CSD/2 are sent via first-class AIRmail worldwide. CSD (1st of the month) has a paid circulation that averages in excess of 3,400 copies per month. Included in this paid circulation is virtually every active businessman-dealer, distributor and OEM in the TVRO industry worldwide.

CSD/2 goes to all **domestic** (US zip coded) CSD subscribers on the 15th of each month **PLUS** to more than 500 (average) 'Dealer Members of SPACE' as a 'gift' to SPACE dealer members.

Additionally, CSD and CSD/2 are sent out as part of the **'TVRO Dealer Starter Kit'** package to typically 275-300 prospective **new industry dealers** per month, requesting such starter kits from CSD as a result of reading about TVRO in Coop's monthly column in **Radio-Electronics** Magazine.

BONUS COVERAGE!

FISCHER TV SALES & SERVICE
7th & Market
FULTON, MISSOURI 65251

To a new dealer, looking at getting into the TVRO market, your magazine is like bread to a starving man. Especially your reprint of the **CSD Dealer Study** for July 1984; this was like discovering a gold mine!

My shop has always been proud of the quality of the products we sell and we take great pride in our service. I have been interested in expanding into the retailing of TVRO for more than a year but could not find any data, like your magazine, to insure that we continue to provide a quality product for our customers. Now we can and thanks!!!

Les Fischer

☐ PLEASE REPLY ☐ NO REPLY NECESSARY SIGNED Les Fischer

CSD and CSD/2 are actively 'mining' **for new, prospective** 'qualified dealers' **to enter the TVRO field. Coop publishes a special column in** Radio-Electronics Magazine **monthly** (more than 200,000 circulation on newsstands) **which encourages firms operating radio, TV, communication service shops to investigate becoming a TVRO dealer. This letter typifies the response this new-dealer-program has created in introducing thousands of new service and sales centers to TVRO each year.**

16) Editorial Policy: CSD maintains an 'independent' and we hope 'objective posture' regarding events and activities and products for our industry. Through a carefully 'honed' international network that includes such luminaries as **Arthur C. Clarke** (after whom the 'Clarke Satellite Orbit Belt' was named), CSD has been the leading reporter of TVRO activities since its pioneer inception on October 01, 1979.

CSD operates the most extensive and most professional testing laboratory in the TVRO industry worldwide. Each month between 8 and 15 products are rigorously tested for performance and environmental strength at the unique 'CSD Test Lab' located on the Island of Providenciales in the Turks and Caicos Islands; the northern Caribbean. **OEMs interested in submitting their products for test** should contact Carol Graba at the CSD office (305/771-0505).

17) Boresight Connection: CSD's Bob Cooper routinely prepares between 8 and 15 minutes of 'fresh'

On August 15th:

COOP'S BACK—

FULL control and responsibility for the monthly production of Coop's Satellite Digest **returns** to Bob Cooper effective with the August 15th issue CSD. All CSD operations will return to our Fort Lauderdale offices on July 16th (305/771-0505). Coop's vacation of almost one year is over; he is returning from 'sabbatical' to resume full-time editing and creation for the industry's "first" and founding publication.

SIGNIFICANT changes and substantial revitalization of the publication is ahead. Reflecting the tighter money policies and greatly reduced sales activity in TVRO over the past 6 months, CSD has been redesigned to get on with the most pressing demands of a wounded industry. This news-flier alerts you to some of the first-round improvements that you will see starting in the first "COOP IS BACK" issue of CSD, August 15th.

Since arranging for the monthly production of CSD by Triple D last August 1st, Coop has had 11 months to reassess the direction and scope of the industry he 'spawned' back in 1978. A recently completed 40 day tour through the Orient, Southeast Asia and the Pacific, for example, provided Coop with new opportunities to examine the development and potential of satellite communication markets outside of North America. A fact-finding tour in Europe this fall will follow-up on Coop's investigations in the Pacific-Basin this spring.

WHAT WE are finding will be extensively reported and analyzed in CSD in the coming months. Country by country assessments on new, developing markets for C and Ku band equipment will appear in CSD as Coop continues his research into the growth of satellite communications and the opportunities now presented worldwide.

We believe the special advertising discounts, the special 'advertising swaps' of equipment for advertising space, and the special program to improve the image of TVRO worldwide will contribute significantly to the solid recovery of our industry during the balance of 1986 and well into 1987. The same full-time dedication that 'made this industry happen' in its founding years is now back at the reins of CSD once again. We are excited by what our research and studies is telling us and we believe you will find the pages of CSD more exciting and useful than ever over the coming months.

Please join Bob and I, Patti Cooper, in our efforts to pump some new excitement and energy into the lagging TVRO industry. I believe you will find our editorial depth and enthusiasm infectious and healthy for TVRO.

Will push to turn TVRO industry 'around' by end of 1986!



"NEW Zealand's 'Live and Well' **home dish industry was a total shock; seven meter dishes abound pulling in** AFRTS **from Intelsat and piping the US service around hotel and motel rooms throughout the country!"**

by Patti Cooper

ADVERTISERS RECEIVE SPECIAL BREAKS—

DISCOUNTED RATES, swapping of over-stocked inventory for advertising space!

WHEN I first joined CSD Magazine more than four years ago, I was very nervous about having to 'handle' the advertisers. I didn't need to worry, as I would learn; most of the advertisers in TVRO looked upon CSD with a special vision since Bob Cooper started this industry virtually by himself years before. Times of course have changed and we realize that more than most since we have a special recollection of all this industry has been through. Working for Coop and operating the CSD office facility has given me a special insight to the problems of this industry.

So when Bob told me he was considering 'accepting TVRO equipment for advertising payment,' my first reaction was panic. "Where will we put all of the equipment?" I pondered. Worse yet, "How will we pay our bills; will our printer and the postmaster accept TVRO equipment for our charges?".

Although Bob has through the years donated hundreds of thousands in 'space' and 'cash' to industry causes, and made himself available to help out new entrants into our field hundreds of times for no fee of any kind, during the past several months I have watched in dismay as the CSD advertising load has 'slipped' from as many as 60 pages per month to under 20 per month. I listened intently as Bob explained why we had to take a bold step and adjust our own thinking; if advertisers were short on the usual commodity, cash, to pay for advertising, we HAD to find some way to function by accepting the one commodity they had plenty of; equipment. And then we had to figure out how to 'turn that equipment' around, from bulky warehouse-consuming hardware to cash to pay our printer and the postmaster. It would not be easy; and other publishers would find it an easy target since few have the contacts and outlets of Coop in this industry.

HERE is the program. It is the most advertiser-friendly program we can create and still keep up a quality product for the TVRO industry. Most important, it is an 'interim program,' in effect only as long as the current 'TVRO Economic Emergency' lasts. As the industry recovers, this program will gradually 'phase out.' It is here, now, to help advertisers with their advertising requirements and to give us the volume we must have to support our own efforts to turn TVRO around in the marketplace.

AS AN ADVERTISER:

1) You have several options with your advertising payment program. Please study each carefully because each plan has different ramifications to you and your own cash flow.
2) **CASH PLAN:** Everybody likes cash. We have to have 'some cash' each month like everybody else. So we offer you a 'Cash-With-Order' plan. But at a big discount to you. Take our regular advertising rate sheet (I will send you a copy; just ask) and multiply by .8; that means you **save 20%** by sending a check with your advertisement. This applies to full pages, half-pages, and quarter pages only; eighth page advertisements are only available with payment in full (less 20%, now), as before.

There is more to the cash plan.

If you take **two or more** advertisements in the same issue, you may use the same size (or smaller size) space for your second (etc.) pages and now on Cash-With-Order terms, multiply the cost of the second advertisement by .5; yes, **that is a 50% discount!**

Agency discounts? Of course. Agencies have to live too.

3) **INVOICE PLAN:** OK, you need extra time to pay and as attractive as the cash discounts may be on top of the already low CSD rates, you just cannot handle it. No problem. We'll invoice you, as Triple D has been doing, on approved credit. But, the terms are now 2% discount ten days or full amount for 11 days and beyond from date of receipt of our invoice. Oh yes, you MUST be paid in full for 'last month' **before** you can run again 'this month.'
4) **EQUIPMENT SWAPPING:** Here is the innovation in all of this. Under certain circumstances, we will accept equipment for advertising. There are some rules, however. We really don't need a dozen 'Taylor Howard receivers' made in Taiwan or three Paraframe antennas made in Alberta.

 A) You pay **25%** of the total cost of your advertising for any particular month **in cash.** With the order. We'll accept certain equipment for the balance of the advertising charges.

 B) We have to approve the equipment and the equipment (limited exceptions in antennas) must be shipped to us prior to the publication of CSD. There is some planning involved in this; don't try to push our deadlines for this 'deal' and expect to make 'the next issue' that closes in two-days with a complicated hardware swap!

 C) You pay the shipping charges to us (antennas can be held for drop shipment on our instructions) and **agency discounts do NOT apply.** The **net cost** to you is **(1)** 25% of the rate card rate, plus **(2)** your own burdened cost in the hardware we have agreed to accept, and finally, **(3)** your shipping costs to us in Fort Lauderdale.

We will allow 'equipment valuation' at 'marketplace dealer net' in computing your trade value. Say you have a receiver with a $300 list but it sells at $175 to dealers today. We will allow you $175 in trade value. Equipment must still have factory warranty protection and be of current manufacture.

by Carol Graba

5) **GREEN SHEETS:** Elsewhere in this brochure, Tasha Cooper writes about our new "Green Sheets" equipment disposal program, effective with the August 15th issue of CSD. All CSD 'display space' advertisers are automatically entitled to use the "Green Sheets" pages at a very special rate of $20 per listing. This allows you to 'spot-market' selected products from inventory at a minimum of cost to you. This $20-per-listing rate is cash-with-order and applies only when you are using display space in the same issue.

That's it. Call me, Carol Graba, at 305/771-0505 and we'll work out the best program for your firm!

COOP WILL DONATE

advertising revenues to special **'fund'** created to promote improved TVRO **'public image'**; invites other publishers to join effort!



COOP ON TOUR/ in the Pacific. "We found a surprisingly strong, potential market for TVRO in some very unlikely places; including China!"

MY DAD recently pointed out to me that the car he and Patti were providing me to drive wasn't costing me anything. I knew he wanted something and I was right.

"DESIGN us a (computer) **Bulletin Board Service"** he said "that is compatible with as many PCs as possible. I want people to be able to dial us up and get the latest industry news through their modems, no matter where they are or when it is." I could handle that; I've been running my own private 'BBS' for nearly a year now.

What we are putting together is a special all-industry TVRO Industry promotional program, privately funded because it appears that is the only way we are going to get this done. Dad has decided that he can afford to 'donate' 50% of every cash dollar he receives for CSD advertising to a special 'TVRO Industry Promotional Fund,' after certain basic costs are met each month. Since the money is coming from us, we'll decide how it is spent until somebody comes up with a better plan.

Here is how it will work.

CSD has basic costs each month. With the newly announced, reduced advertising rates here, by the time CSD goes over 50 pages of cash-paid advertising per month, those basic costs are met. Effective immediately, 50% of every cash dollar received for advertising pages past 50 will go into a special fund that will be used exclusively to **educate the public** concerning the benefits of TVRO ownership. We invite other publishers to create their own plans and we will gladly pool our revenues to increase the impact of such public awareness programs. If other publishers can't handle that, no problem. We will do it alone because we believe strongly that private initiative is needed to get our industry rolling again.

by Kevin Paul Cooper

"GREEN SHEETS"

will premiere August 15th issue CSD; provide industry wide **trading service** for surplus inventory, New and OLD!



"OUR discussions with Australians now using the AUSSAT domestic satellite project were bothersome; a satellite system with great economic potential, hamstrung by terrible inward looking restraints."

IN SPITE OF recent improvements in retail sales activity in TVRO, there remains a considerable 'glut' of equipment at all levels of distribution. Prices have been lowered below OEM costs in many cases as a tactic to 'restart cash flow.' To many, it appears that until the pipe lines are emptied of 1985 models, there will be no 1986. Without new interest from the retail market, nothing can be done in the wholesale market to re-stimulate sales.

What we can do is to create a system to improve wholesale market 'awareness' of the depth and sources for surplus inventory. We think something called 'GREEN SHEETS' **will help.** Here is how it works.

A special supplement inside of CSD called 'GREEN SHEETS' will be a massive, national (international) 'trading post' for surplus inventory. We have designed our **'Green Sheet Supplement'** so that it has a minimum turn-around

Not a minute too soon

between 'closing' and publication (ten days typically). 'Green Sheets' is computerized, and to support its rapid turn around design, subscribers to CSD may call into our offices at any time during normal business hours to request information concerning virtually any category of specialized listing. Say a dealer needs parts for a Skyeye 4 receiver; where can he look? One call to 'Green Sheets' will tell him instantly where the parts are and what they cost.

'Green Sheets' will not solve all of the problems facing TVRO, but it is a positive step created by CSD to help improve the flow of equipment at all levels in the industry. A special 'flier' announcing 'Green Sheets' is available; if you have not received your copy, we invite you to call Carol Graba (305/771-0505) to request a copy, or drop Carol a line at CSD Magazine, P.O. Box 100858, Fort Lauderdale, Florida 33310.

by Tasha Anne Cooper

television reports each week for the weekly **'Boresight TVRO Magazine'** program telecast weekly to the TVRO industry (F4, Transponder 16, Thursdays, 9PM at presstime). This material is prepared concurrent with forthcoming CSD and CSD/2 editorial print-media features and in this way TVRO OEMs and distributors are able to 'show off new product concepts' and engage in 'dialogues' in the video medium **as well as** the print mediums of CSD and CSD/2. For information on becoming a part of this all-media-concept, contact Carol Graba at CSD (305/771-0505).

18) CSD/2 Product News: An important part of the CSD/**2** publication (15th of each month) is the 'new products/services' section. You are invited to add CSD/**2** (P.O. Box 100858, Fort Lauderdale, Fl. 33310) to your product and personnel 'release' mailing list so your firm can be included in this editorial coverage of our industry. New products are not released **in CSD.**

19) Shipping Instructions: Note the following carefully. If shipping advertising materials or payment via regular or express **mail,** ship **ONLY** to: CSD, P.O. Box 100858, Fort Lauderdale, Fl. 33310. **HOWEVER,** if shipping **Fed-X,** Purolator or other 'overnight' service (including UPS), ship **ONLY** to: CSD Magazine, Hangar 6, 5500 NW 21st Terrace, Fort Lauderdale, Florida 33309.

PLEASE RESERVE FOR THE FIRM LISTED BELOW:

____ COPIES 1986 Handbook (11-25 copies) at $14.97 each for $ _____

____ COPIES 1986 Handbook (26-50 copies) at $13.97 each for $ _____

____ COPIES 1986 Handbook (51-100 copies) at $12.97 each for $ _____

____ COPIES 1986 Handbook (101-499 copies) at $11.97 each for $ _____

____ COPIES 1986 Handbook (500-up copies) at $10.97 each for $ _____

SEND NO MONEY NOW! Return this form or a copy of this form and your firm's purchase order by June 03, 1985 to qualify for FREE BONUS tapes.

TERMS: You will pay 50% of order by **August 02** and the balance by **October 04** with shipment by us to you on **September 04.**

PLEASE RESERVE FOR THE FIRM LISTED BELOW:

____ **PAGES** in **2**-Color at $975 each with an automatic BONUS of ____ pages black and white in specifications section.

____ **PAGES** in **4**-Color at $975 each with an automatic BONUS of ____ pages black and white in specifications section.

____ **PAGES** in **5**-Color at $975 each with an automatic BONUS of ____ pages black and white in specifications section.

____ **COVER** (2, 3, 4) in 4-Color at $2875 each with an automatic BONUS of **2** pages black and white in specifications section.

SEND NO MONEY NOW! Return this form or a copy of this form by **June 03,** 1985 to qualify for FREE BONUS black and white pages.

TERMS: Advertising to be paid by **August 05** (we invoice on July 05).

NAME OF FIRM _____

Your Name _____

Purchase Order Number (if required) _____

Mailing Address _____

City _____

State _____ Zip _____ Telco _____

SHIPPING ADDRESS/For Handbook

Shipping Address _____

City _____

State _____ Zip _____

BONUS DATE REMINDERS:

1) **Deadline** for BONUS TAPES (goes with distributor copies for re-sale) is **June 03,** 1985. You will pay **50%** of our invoice by **August 02,** be shipped your 1986 Handbooks **September 04,** and will pay the **last** portion of invoice by **October 04,** 1985.
2) **Deadline** for BONUS BLACK and WHITE PAGES (goes with Handbook advertising) is **June 03,** 1985. No payment due until **August 05,** 1985.

Return This Order to:
CSD 1986 Handbook, P.O. Box 100858, Ft. Lauderdale, Fl. 33310

COOP'S SATELLITE DIGEST

CSD plus CSD/2 plus 1986 HANDBOOK ADVERTISING RATES

NOTE: Rates are listed for CSD and CSD/2 individually, as well as for 'combinations.' Any advertiser running the same advertisement in **BOTH** CSD **and** CSD/2 in the **same month** is allowed to take the 'combination rate' **discount.** The 12X combination rate is equivalent to 24 insertions within a 12 month period. Thus, any advertiser using **a total of 24 pages** or more during the course of a 12 month period is allowed to pay at the 12X combo rate as a 24 time (plus) earned rate.

POSITION/ SIZE	CSD (1st of Month)		CSD/2 (15th of month)		Combo Rate	
	1X	12X	1X	12X	1X	12X
Cover 1	(not available)		$1185.	$1075.	n/a	n/a
2	$1075.	$ 975.	$1075.	$ 975.	n/a (*)	n/a (*)
3	$1075.	$ 975.	$1075.	$ 975.	n/a (*)	n/a (*)
4	$1075.	$ 975.	$1075.	$ 975.	n/a (*)	n/a (*)

*/ CSD policy is to NOT allow any single company to use more than a single cover position between CSD and CSD/2. This policy does NOT apply to **'THE 1986 TVRO HANDBOOK,'** rates for which follow.

1986 TVRO HANDBOOK:	Cover 1	(not available)
	2	$2875.
	3	$2875.
	4	$2875.
	Full Page (2, 3, 4, 5 color)	$ 975. (with one-for-one BONUS of black and white)

Center Page Spread	$1925.	$1750.	$1975.	$1750.	$3465.	$3150.
NOTE: Center page spread automatically four color.						
Two-Page Spread 4-color	$1875.	$1700.	$1875.	$1700.	$3375.	$3060.
Two-Page Spread 2-Color	$1470.	$1320.	$1470.	$1320.	$2590.	$2350.
Two-Page Spread black/white	$1240.	$1125.	$1240.	$1125.	$2225.	$2025.
Full Page 4-color	$ 960.	$ 875.	$ 960.	$ 875.	$1725.	$1575.
Full Page 2-color	$ 815.	$ 750.	$ 815.	$ 750.	$1480.	$1300.
Full Page black/white	$ 690.	$ 625.	$ 690.	$ 625.	$1250.	$1135.
1/2 Page black/white	$ 385.	$ 350.	$ 385.	$ 350.	$ 695.	$ 630.
1/4 Page black/white	$ 210.	$ 190.	$ 210.	$ 190.	$ 375.	$ 345.
1/8 Page black/white	$ 120.*	$ 105.	$ 120.	$ 105.	$ 210.	$ 190.

*/ Minimum pre-paid insertion for 1/8th pages, 3 months (per order).
All rates for camera-ready art; color separations (where applicable) complete. See page 6.